

ADVERTISING RATES AND INFORMATION

• Includes Distribution Information and Detailed Demographics by Zip Code •

Effective October 1, 2008



- **NEWSPAPERS**
- **TOTAL MARKET COVERAGE PUBLICATIONS**
- **DIRECT MAIL**
- **SHOPPERS**
- **MAGAZINES**
- **BOOK OF LISTS**
- **TELEPHONE DIRECTORIES**
- **WORLDWIDE WEB ON-LINE SERVICES**

Most WNI publications are audited by VAC. Please contact us for a copy of an audit. Distribution figures inside this packet may not reflect an audited number.



Audit Bureau of Circulations
Member



Allied National
Network Extension



Represented Nationally by
Western News&Info, Inc.



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Open/Commissionable Retail Display Combo Rates

* Combined Daily Newspapers.....	Mon. - Fri.	\$64.49	Sun.	\$68.59
* Combined Non-Daily Newspapers.....	Mon. - Sun.	\$104.42		

*If you purchase all daily and non-daily WNI Newspapers you will receive a 50% discount on the non-daily newspaper rates.

Combined Daily & Non-Daily Newspapers.....	Mon. - Fri.	\$116.70	Sun.	\$120.80
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**Combined TMC Publications.....	Mon. - Sun.	\$66.89		
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**If you purchase all of the TMC's in conjunction with all of the daily or non-daily newspapers you will receive a 50% discount on the TMC rates.

Combined Daily & TMC Publications.....	Mon. - Fri.	\$97.94	Sun.	\$102.04
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Combined Non-Daily & TMC Publications.....	Mon. - Sun.	\$137.87		
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Full package includes: All Daily, Non-Daily & TMC Publications.....	Mon. - Fri.	\$150.45	Sun.	\$154.55
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Retail and Classified Open/Commissionable Display Advertising Rates

NEWSPAPERS/SHOPPERS/TMC's	OPEN/COMMISSIONABLE RATE P.C.I.	Color Rates Per Color	Classified Line Rates (3 lines min. per publication)	
DAILY	The Prescott Daily Courier (Sun-Sat).....	24.00/26.31	239.00	3.85
	The Kingman Daily Miner (Sun-Fri).....	17.07/18.86	122.00	1.40
	Today's News Herald (Sun-Sat).....	23.42	142.00	2.96
NON-DAILY	Verde Independent/The Bugle (W, F, Sun).....	16.00	115.00	3.50
	Williams-Grand Canyon News (W).....	12.90	110.00	2.50
	Parker Pioneer (W).....	12.24	104.00	2.00
	Palo Verde Valley Times (W, F)/Quartzsite Times (W).....	13.98	110.00	2.80
	Navajo Hopi Observer (W).....	14.80	130.00	2.50
	Chino Valley Review (W).....	9.70	125.00	3.22
	Prescott Valley Tribune (W, F).....	16.50	239.00	3.33
	Big Bug News (W).....	8.30	83.00	3.22
TMC	The Prospector-Kingman - TMC (Sun).....	12.25	68.00	N/A
	Sun Shopper-Prescott - TMC (Sun).....	18.60	130.00	N/A
	Kudos-Sedona - TMC (W).....	21.15	168.00	N/A
	River Extra-Lake Havasu City - TMC (Sun).....	4.25	99.00	N/A
	Winslow Reminder - TMC (Tu).....	10.64	included	N/A

OPEN/COMMISSIONABLE INSERT/PREPRINT RATES

SIZE LIMITS	CARRIER DELIVERED	MAIL DELIVERED
	COST PER M	COST PER M
Single sheet/4 tabs/8 flexi	\$45.21	\$61.41
4 std/8 tab/16 flexi	\$47.46	\$81.06
6 std/12 tab/24 flexi	\$52.01	\$93.93
8 std/16 tab/32 flexi	\$54.25	\$129.52
10 std/20 tab/40 flexi	\$61.05	\$155.72
12 std/24 tab/48 flexi	\$63.30	\$181.91
14 std/28 tab/56 flexi	\$70.10	\$208.11
16 std/32 tab/64 flexi	\$72.32	\$234.31
18 std/36 tab/72 flexi	\$79.15	\$240.85

Orders for less than full circulation in any single publication will incur a premium charge of \$25.00 per thousand. The premium charge will be added to the cost of insertion.

ADDITIONAL TERMS & CONDITIONS

No placement fees or commissions will be paid on discounted rates. Placement fees will only be paid on contracted rates, commissionable rates and open rates. Commissions will only be paid on commissionable or open rates.

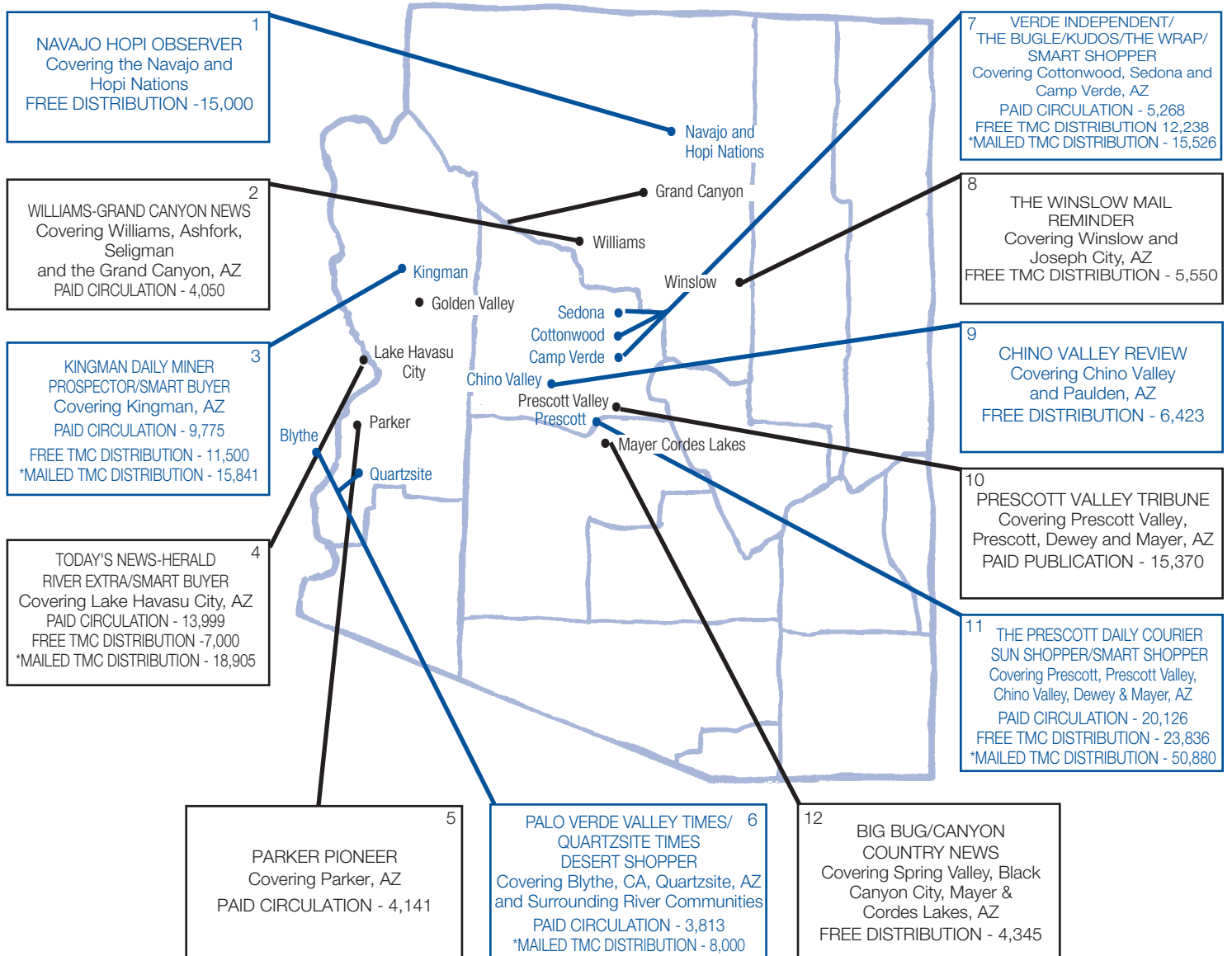
15 percent commission to recognized agencies based on commissionable rate. If contracted rates are utilized by the agency for an account, the advertising agreement must be countersigned by the account. The account will be liable for the fulfillment of the agreement. Account shall be solely liable for payment of media invoices, regardless of whether or not the advertising agency has been paid for these invoices by the account.



Reach our paid subscribers with our newspapers and our non-subscribers via direct mail with the SMART SHOPPER, SMART BUYER and DESERT SHOPPER. Call for rates and information

ADVERTISING RATES AND INFORMATION

Effective October 1, 2008



REACH OVER 271,586 HOUSEHOLDS WITH ONE WESTERN NEWS&INFO BUY
 - PLEASE OPEN BROCHURE FOR DETAILED DISTRIBUTION AND DEMOGRAPHIC INFORMATION -

MAGAZINES:

- Grand Canyon Tour Guides • Auto Index, Northern Arizona • Home Showcase, Kingman • Verde Valley Real Estate, Cottonwood • Havasu Home Hunter, Lake Havasu City • Today's Real Estate, Prescott • Community Directory-Telephone Directories • Book of Lists, Prescott, Mohave County Yavapai Magazine • River Cities Business Journal, Mohave County • Kingman Golden Valley Real Estate, Kingman • Tri-City Business News, Prescott • Coupon Zipper, Prescott

SPECIALTY INSERT PRICING

TYPE OF INSERT

1/2 wrap Spadea - Back page wraps around to front vertically creating a front page which is less than full width of other pages or Gatefold - Right edge of front page has approximate 4" reverse fold in.
Dinky - Single sheet inserted separate from tab - machine inserted
Dinky - Single sheet inserted into tab - hand inserted
Flexi Coupon Books - minimum size 6" x 9" **
Envelope - Minimum size 4 1/8" x 9 1/2"
Paper bag
Second Preprint/Same Publication/Same Day
Sample Pac - Flat machine insertable sample package minimum size 6" x 9"
Sample Bag - Newspaper polybag imprinted with advertising on one or both sides. Bottom or side has pouch for product sample
Poly Ad Bag- Newspaper polybag with a high impact advertising message on one or both sides
Poly Coupon Bag- Poly bag with a detachable coupon

ADVERTISER CHARGE

Next insert rate. Count special folds as additional pages. In most cases this will increase CPM by 1 rate bracket.

30% discount on smaller pieces*
30% discount on smaller piece* plus \$25.20/M
Charge per M
4std/8tab/16flexi rate
\$69.30/M
30% discount on smaller piece*
Charge per M
\$69.30/M
\$69.30/M
\$69.30/M

*Discount does not apply to 3rd class mail publications — **Please be aware multiple inserts between one and five can occur with flexi books and envelopes.

Additional Information

Online Advertising, Specialty Inserts Pricing, Deadlines, Mechanicals, Market Information or National Advertising please contact:

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Advertising Results That You Can Bank On!